

PARTS Manager Meeting Planner

This meeting planner is a tool that you can use to expand your training by using information from this month's *Consultant* magazine.

Article & Page	Activity	Manager's Script
I'll Take Care of That Page 2 Approx. 10 min.	<p>Opener/Energizer. An energizer helps loosen people up and gets them thinking about the material and its practical application within the dealership, particularly to their job.</p> <p>This exercise is designed to get your consultants to think about the advantages of acting to help customers in need.</p> <p>Sometimes, customers bring problems to us that are not of our own making but nonetheless need to be solved. Rather than passing them off to another department, consultants need to own the problem and work to ensure the customer's problem is solved.</p> <p>In this exercise you will ask your consultants to assess the dealership's performance in this regard.</p>	<p>In the article <i>I'll Take Care of That</i>, the author makes the point that customers of all types (including us) have grown accustomed to having service providers say that a problem should be handled in another department or by another person.</p> <p>The author points out that the service provider who chooses to accept responsibility for solving a customer's problem is truly unique. Essentially, this is a way for consultants to distinguish themselves and bring the business along for the ride.</p> <p>I'd like to take a little time to discuss how our business performs in this area. Please tell me:</p> <ol style="list-style-type: none"> 1. What kinds of problems are customers bringing to you that relate to other departments? 2. If a customer comes to you with a problem that another department originated or must be involved in solving, what do you do? 3. What is the most common customer complaint or problem you deal with? What could we do to help you deal with this problem more effectively?
Power and Choice Page 15 Approx. 15 min.	<p>In this exercise you will try to get your consultants to discuss the various ways the service you offer your retail and wholesale customers stands out from what they could get at another dealership or parts store.</p> <p>The objective is to quantify the policies and practices that you have that your competitors don't. Thereafter, the objective is to brainstorm and develop some ideas for creating a more significant service edge.</p>	<p>In the article <i>Power and Choice</i>, the author wrote about how much influence the service provider has over a customer's choice about where to go for service. Thinking specifically about our retail and wholesale business, I'd like you to answer two questions:</p> <ol style="list-style-type: none"> 1. List the things about our service that these customers would find truly unique as compare to our dealership and parts store competitors. 2. Give me two things we could start doing for each of these types of customers that would further distinguish our service.
All Approx. 5 min.	<p>Wrap Up — The objective is to have your consultants provide feedback about information they found relevant and helpful in the magazine that was not covered in the meeting.</p> <p>Tip: <i>Do not adjourn without a response to this question. (You may need to offer your own answer and then ask what each person thinks about it.)</i></p> <p>Tip: <i>Another objective of this activity is to set the stage for next month's meeting. Consultants will prepare to answer the questions you may ask. This is a way to hold them accountable for reading the magazine.</i></p>	<p>We have talked about:</p> <ul style="list-style-type: none"> • I'll Take Care of That • Power and Choice <p>In addition to these subjects, what other one article or bit of information stands out for you in this month's <i>Consultant</i> magazine?</p>